


Private Giving Foundation

A simple, effective way
to support causes that
matter to you





Charitable giving is about creating opportunities for individuals who need them and for causes you believe in.

The **Private Giving Foundation** is a platform to help you create such opportunities. As an independent public charity dedicated to encouraging charitable giving in Canada, we help you build a legacy of helping others.

A modest contribution of \$10,000 or more for a Private Giving Foundation donor-advised account in your name allows you to recommend charities that will receive grants from your account. We take care of the rest.

The **Private Giving Foundation**—a simple and effective way to support causes that matter to you.

Introduction

For many of us in Canada, giving to help others and build a better society are important parts of life.

While there are different ways to give back, at times a more strategic and organized approach to making a positive difference is preferred—an approach that offers a timely and tax-effective way to help achieve personal charitable goals.

That's why TD created the Private Giving Foundation. A first-of-its-kind fund introduced by a Canadian financial institution that operates in much the same way as a private foundation, minus many of the associated expenses or administrative duties, and with a much lower minimum contribution.

If you are looking for ways to plan your giving more effectively, create a legacy to support worthy charitable causes and realize significant tax advantages, Private Giving Foundation may be just the solution you are looking for.



A simple, effective way to give with a simple way to start. Private Giving Foundation.

Open an account. Open a donor-advised account with an irrevocable contribution of \$10,000 or more to the Private Giving Foundation. You can contribute in cash or securities and will receive a charitable tax receipt. You can make additional contributions of \$1,000 or more at any time.

Choose your charity. Choose the registered Canadian public charity or charities that you wish the Foundation to support annually. At any time, you can change your recommended charity or charities and the amounts to be granted.

Make grants. Each year, the Private Giving Foundation will make grants from your donor-advised account. The grants will be made to charities that you recommend.

Receive statements and receipts. You will receive quarterly statements with details of your contributions, grants and the market value of your donor-advised account. We will issue a charitable tax receipt in February that will show the sum of all contributions made in the previous year.

Benefits of giving through the Private Giving Foundation

Simplifies your giving

You can reduce the time you spend on administrative tasks associated with charitable giving and make all your donations through a single source. TD will track your contributions and grant recommendations, and send you detailed, quarterly statements and an annual official donation receipt.

Establishes a legacy of giving

Your Private Giving Foundation donor-advised account can continue to generate grants in the future, establishing a legacy of charitable giving according to your wishes. You may also name a successor to take over your advisory role in the event of your death or incapacity. Gifts from your donor-advised account may continue for future generations.

Eliminates year-end pressure to select charities to support

There's no need to rush to meet the December 31 deadline; you can donate to the Private Giving Foundation now and decide which charities you'd like to support later. Your charitable donation will be invested while you decide which charitable organizations to recommend as grant recipients.


Recognizes your loved ones

You can name your donor-advised account in any way you wish—honouring your family, a departed loved one or a special cause. You can make the grants anonymously or in the name of your donor-advised account.

Gives more as your contributions grow

We invest your contributions and they grow tax-free, allowing The Private Giving Foundation to give more to the charities you wish to support.

In addition, we invest all contributions in the TD Greystone Private Balanced Plus Fund.



Your Private Giving Foundation donor-advised account can continue to generate grants in the future, establishing a legacy of charitable giving according to your wishes.

Defers giving to meet your needs

You can also use your donor-advised account as part of your estate plan. For example, you may designate the Private Giving Foundation as the beneficiary of a bequest of cash, securities, your Retirement Savings Plan or Retirement Income Fund, Tax-Free Savings Account, a life insurance policy or a charitable remainder trust, which may result in considerable tax relief.

Realizes immediate tax benefits

Since they are irrevocable charitable gifts, your contributions to the Private Giving Foundation may result in tax credits in the year when they are made, or they may be carried forward for credit in future years.

The tax credit for charitable donations may be claimed on your tax return (combined federal and provincial for donations over \$200).

The calculation below demonstrates the potential tax savings for donations in excess of \$200.

How much tax could you save?

Donation	\$10,000
Federal and provincial credits	\$4,500
Total tax savings as a % of gift	45%

For illustrative purposes only. Credit may be higher or lower depending on your province of residence.

Eliminates capital gains tax

You can donate qualified securities directly to The Private Giving Foundation, realize their full value as a charitable donation and eliminate all capital gains on the disposition of these securities. If you were to sell such appreciated securities yourself and donate the proceeds of the sale to charity, you would also realize their full value as a charitable donation, but would be taxed on 50 per cent of any gain (see example on [Page 7](#)).

Is convenient, cost-efficient and tax-effective

Giving through the Private Giving Foundation is a cost-efficient and convenient alternative to establishing a private foundation. A private foundation requires a significant initial contribution, legal fees to set up, regular board meetings, annual accounting fees and considerable administration. Opening a donor-advised account provides you with virtually the same benefits, but it is very simple and convenient to operate with a low initial contribution, no set-up fees and no ongoing administration on your part.

In addition, if you donate qualified securities (publicly traded stocks, bonds, mutual funds and segregated funds) to the Private Giving Foundation, any gains from the disposition of these securities are exempt from capital gains tax. Also, you receive a charitable tax receipt for their market value at the time of donation.

Maximizing your charitable tax credit

Our federal and provincial governments encourage charitable giving by providing many tax incentives to individuals.

Listed below are some key tax considerations, but be aware that your charitable giving, especially large gifts, should be part of your overall wealth plan. We strongly recommend that you seek guidance from certified tax and investment professionals.

Pool tax receipts. To help maximize your donation tax credit, you can pool your donation receipts with your spouse's and report them on one spouse's tax return. In most cases, the higher-income spouse should claim the credit.

Consider corporate donations. If you make a corporate donation, your corporation may claim a tax deduction, not a tax credit. The value of this tax deduction depends on the organization's effective tax rate. Donating securities held in your corporation also qualifies for the elimination of capital gains tax. This type of donation also has the potential to provide the benefit of allowing for tax-free withdrawals from your corporation.

Carry forward large donations. Each year, you can claim a tax credit for donations up to 75 per cent of the net income reported on your federal tax return, but you don't lose your tax break if you exceed that limit. The excess can be carried forward for up to five years, still subject to the 75 per cent limit in each year claimed.

Your contributions

Contributions to The Private Giving Foundation are invested in the TD Greystone Private Balanced Plus Fund.

The TD Greystone Private Balanced Plus Fund is available for purchase only through the Private Giving Foundation. The Fund is managed by TD Asset Management Inc. (TDAM). Its investment objective is to seek long-term total returns (current income and capital appreciation) by investing in a balanced portfolio of equity, fixed income, and alternative asset classes, within a narrow outcome range. The Fund seeks to be more income-focused than traditional balanced funds and to provide lower return volatility through greater diversification and lower correlation of the asset classes invested in.

TDAM manages multi-asset solutions that integrate public market equities and fixed income with private alternatives for over 30 years. Compared to a traditional balanced fund, the TD Greystone Private Balanced Plus Fund offers exposure to private asset classes, such as real estate and infrastructure. TDAM takes a total portfolio perspective to risk management by combining growth equity strategies with income-oriented private alternatives and fixed income. It optimizes the equity, fixed income and alternative allocations to provide investors with an enhanced risk-return profile and creates a more consistent investment experience.

For additional information on the fund, please visit www.tdwealth.ca/privategiving.

Building your giving plan

Developing your giving plan is like developing an investment plan. Once you have identified your financial giving goals and objectives, you should research your options to determine the best ones for you.

Some of the most effective donors develop a philanthropic plan and devote their money and energy to specific causes that are important to them. The charities they select benefit from having a steady and engaged donor, and donors benefit from a greater sense of involvement and satisfaction.



Using our six-step planning model to decide on causes you can support

If you haven't already decided on which causes to support, our six-step planning model can help. The Private Giving Foundation simplifies the act of giving, but it is by no means your only choice. If you plan to implement your charitable giving plan through alternative resources, you can still use the following six-step method to organize your effort and help ensure that any opportunities to maximize the impact of your legacy aren't overlooked.

1. Identify your values

Make a list of values that you use to conduct yourself in your daily life with family, friends and business associates.

Ask yourself:

- a. What values are most important to me?
- b. What are the issues, interests or causes that I care about most or that have had the most impact on my life?
- c. How do I want to be remembered?


Write down your top three personal values from this list

Access
Community
Compassion
Creativity
Democracy
Dignity
Diversity

Equality
Excellence
Family
Freedom
Generosity
Healing
Innovation

Integrity
Justice
Knowledge
Leadership
Opportunity
Peace
Respect

Responsibility
Service
Stability
Other _____

A photograph of three construction workers on a job site. In the foreground, a woman with a white hard hat and safety glasses is smiling and looking towards the right. Behind her, a man with a yellow hard hat and safety glasses is also smiling. To the left, another person with a blue hard hat and safety glasses is partially visible, smiling. They are all wearing light blue long-sleeved shirts. The background shows the wooden framework of a building under construction.

What are the issues, interests or causes that I care about most or that have had the most impact on my life?

2. Identify your causes

Review your list of values. Does one of the causes below fit more obviously with your list than others?

Ask yourself:

- a. Does this cause easily address the values that I listed in Step 1?
- b. Have I lost someone important to me to a disease?

Write down your top two causes from the following list

Animals	Dignity in dying	Environment	Religion
Anti-racism	Disability rights	Health	Seniors
Arts and culture	Domestic violence	Homelessness	Sports
Children	Drug and alcohol abuse	Immigrant services	Women's rights
Community activities	Education	Literacy	Youth development
Cultural heritage	Employment training	Poverty	Other_____

3. Identify your geographic focus

Decide whether you want to allocate your funds on a local, provincial, national or global level. This illustration shows someone who has chosen Education as the cause, with the focus being Literacy.

Cause: Education | Focus: Literacy

National Charity: A charity that recruits and trains volunteers as tutors for children, teens and adults and is active in every province.

Local Charities: Libraries, reading circles for high-risk children, homework clubs for teens in danger of dropping out of school, language programs to help make recent immigrants job-ready.



Decide whether you want to allocate your funds on a local, provincial, national or global level.

4. Research your options

You have now identified your values and the causes and regions to which you want to allocate your funds. If you are not aware of a charity that reflects these criteria, brief research should help. Here is a list of some of the websites where you can look up various charities for the causes that you have chosen.

charityvillage.com Select an area of interest under “Organizations” and Charity Village will provide you with a list of links to related charities.

donorsguide.ca The most recent Canadian Donor’s Guide provides contact and basic information about more established and active charitable organizations across the country.

charitydata.ca This site provides information on registered charities as disclosed by those charities in their annual information return filed with Canada Revenue Agency.

5. Evaluate your choices

Request a copy of the charity’s annual report, list of board members and latest financial statements. This information should provide you with a clear idea of the type of programs the charity operates, how and where these programs are carried out, who governs the charity, how much of your money will be spent on programs and how much is spent on fundraising and administrative costs.

6. Designate your donations

As you research potential charities, you may discover interesting programs you want to support directly. If you wish to donate to specific programs, check with your selected charities to ensure that they can accept designated funds and will follow through on your wishes.



Plan your giving more effectively, create a legacy for charities you wish to support and realize significant tax advantages.

Open your donor-advised account with the Private Giving Foundation, offered exclusively through TD Wealth.

Please read the Program Guide at www.tdwealth.ca/privategiving for policies, guidelines and other important information pertaining to The Private Giving Foundation and donor-advised accounts.

To find out more about how this program can help you reach your charitable giving goals, please contact your representative or visit www.tdwealth.ca/privategiving.



All products contain risk. Important information about the pooled funds is contained in their respective offering circular, which we encourage you to read before investing. Please obtain a copy. The indicated rates of return are the historical annual compounded total returns of the funds including changes in unit value and reinvestment of all distributions. Yields, investment returns and unit values will fluctuate for all funds. All performance data represent past returns and are not necessarily indicative of future performance. Pooled fund units are not deposits as defined by the Canada Deposit Insurance Corporation or any other government deposit insurer and are not guaranteed by The Toronto-Dominion Bank. Investment strategies and current holdings are subject to change. TD Pooled Funds are managed by TD Asset Management Inc. Management fees and expenses all may be associated with mutual fund investments. Please read the fund facts and prospectus, which contain detailed investment information, before investing. Mutual funds are not guaranteed or insured, their values change frequently and past performance may not be repeated. Mutual fund strategies and current holdings are subject to change.

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